

Press Note

Press Note No. 18/DCA/2025

Date: 15-02-2025

Drugs Control Administration, Telangana seized '**Pleehamrutha Syrup,**' an Ayurvedic medicine, in **Kukatpally, Medchal-Malkajgiri District** for making **misleading advertisement** that it cures '**Chronic Fevers & Typhoid Fevers**'.

The details are as follows:

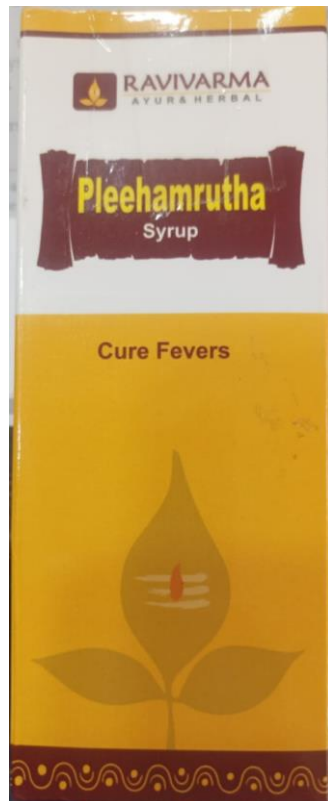
Drugs Control Administration, Telangana officials, detected an ayurvedic medicine '**Pleehamrutha Syrup,**' moving in the market with **misleading claim** on its labels that it cures '**Chronic Fevers & Typhoid Fevers**' which is a contravention of the **Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.**

Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 prohibits advertisement of certain drugs for treatment of certain diseases and disorders. No person shall take part in publication of advertisement regarding the diseases/disorders indicated under Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.

During the raid conducted on 14th February to detect medicines moving in the market with misleading and objectionable advertisements, DCA officials detected '**Pleehamrutha Syrup,**' Manufactured by: Ravi Varma Ayur & Herbal Remedies, D.No.: 25-10-9, Rudrabatlavari Street, Subramanya Peta, Ayyakoneru Gattu, Vizianagaram, Andhra Pradesh. Marketed by: Panchaprana

Herbal Remedies, Building No.: 20-16/1-92 & 93, MSN Colony, Vizianagaram, Andhra Pradesh.

Photograph of the product seized for making misleading advertisement



The said ayurvedic medicine was detected by DCA officials at a medical store in Kukatpally, Medchal-Malkajgiri District. Stocks were seized during the raid.

Advertisement of a medicine for treatment of '**Chronic Fevers & Typhoid Fevers**' is prohibited under Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.

Smt. M. Sreebindu, Drugs Inspector, Kukatpally carried out the raid. Further investigation shall be carried out and action shall be taken as per the law against all the offenders.

Persons who make misleading advertisements regarding drugs for treatment of certain diseases and disorders are punishable under Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, with imprisonment which may extend to six months, or with fine, or with both.

The public may report any suspected manufacturing activity related to drugs, including narcotic drugs and psychotropic substances, in residential, commercial, or industrial areas, as well as any other complaints regarding illegal activities concerning medicines, through the **Drugs Control Administration, Telangana Toll-Free Number 1800-599-6969, which is operational from 10:30 am to 5:00 pm on all working days.**

Date: 15-02-2025

**V.B. KAMALASAN REDDY, IPS
DIRECTOR GENERAL**
